



Final Minutes

NNMARMA Board Meeting, Sep 8, 2016, 9 a.m.

Via Zoom: ZOOM - Phone - 408-638-0968.....Meeting ID 9828086200

Video/Audio <https://zoom.us/j/9828086200>

Attending: Gerald Hoehne, Treasurer; Kimberly Hunt-Brown, Director, Membership; and Karen Payne, President and Acting Secretary

Guests: John Pinkston, ARMA Rio Grande Treasurer

Call to order: 9:03

President:

Draft agenda approved.

Draft August 2 Board meeting minutes approved

Please note: minutes of John's time with us will be forwarded to him for his approval.

Joint Chapter Fall Seminar – John Pinkston, Board – agreed with division of labor and tasks chart. Will check with their Web Admin Cliff on setting up a payment page on RG's website to which NNMARMA can link Event registration and announcement.

John (a test response as a potential vendor) is good with sponsorship levels and benefits. Which are: 1) not having a table or 'booth' but instead having 5-10 minutes (depending on level of investment) to talk to the group during lunch, and lunch with the attendees, and 2) sponsorship price points. Agrees they are a paradigm shift from previous events with no 'booth'/table; but still finds attractive. Will get rest of his Board to approve with the edits in red font at next meeting.

\$100 - Registration Bag Contributors

- Recognition as a **Bronze Sponsor** in Conference marketing material.
- Opportunity to include marketing brochures, literature & **promotional items** in registration bags (minimum 50 each).

\$250 – Breakfast or Break Sponsor

- Recognition as a **Silver Sponsor** in Conference marketing collateral.
- Includes sign at breakfast or break station acknowledging sponsorship.
- Opportunity to include marketing brochures, literature & collateral in **promotional items**. (minimum 50 each).
- Opportunity to provide a 5-minute talk on company's products or services at the break.

\$500 - Lunch Speaker

- Recognition as a **Gold/Premier Sponsor** in Conference marketing material and venues **including Website Banner on two ARMA Chapter sites. we can't promise a banner on our end.**
- Includes sign at lunch station acknowledging sponsorship.
- Includes opportunity to provide a **15-minute talk** on company's products or services at lunch. **15-minutes during lunch is too long – how about 10? 15 minutes cuts in on time**

- for networking. **If we go with 15, it will need to be after we re-convene from our 60 to 75-minute lunch. Better imo not to talk while people are distracted getting food and eating).**
- Opportunity to include marketing brochures, literature & **promotional items** in registration bags (minimum 50 each).

Payments/disbursements of Seminar expenses and income. John will create a spreadsheet for all and copy Gerald.

Officers' and Directors' Reports

- a. Treasurer
 - i. Financials - \$5,670 checking account balance. No major bills to-date. Potential expenses, \$285 RtRH expected but will forward to John P. Purchase of device for the Chapter officers and meeting use (currently using Board members' laptops/devices). Objective: best bang for buck for features. August escrow will not post until September.
 - ii. SWR annual grant status – next targeted submission date (grant is ready to go December 1)
 - iii. Status of A/R for two Conference attendees – still not received. Sent 2 more emails that have been unproductive, will contact Sec'y Burkle, and S for DOH. (Sep 23, Higher Education Summit, the Governor's Summit.) Trip expenses forthcoming; August being busy
- b. Membership and Outreach –
 - i. KBH will follow up with Julie Filatoff on her Associate membership app process.
 - ii. Melissa Salas, Paralegal, Game and Fish, expressed strong desire to join chapter. Kimberly will be following up with her.
 - iii. Sep 5 membership reports for August – any possible 099 recruitments to Chapter? Any migration of former 119 members to 099 list? – Kimberly will investigate.
 - iv. Jerry Eichel, bigbytes is processing paperwork to join ARMA and the Rio Grande and NNM chapters after Karen sent an FFE application the week of 8-16 per bb marketing person's request.
- c. Vice President – vacant
- d. President & Acting Secretary
 - i. Attendance at Aug 17 meeting – at least 4 online; Lisa Rose, Fluor Federal Petroleum/US DOE, Louisiana, stymied by company firewall. She will try a work-around.
 - ii. First (known) on site appearance by member Nadine Montoya – wore magnetic nametag (ENMU-Roswell)
 - iii. 8 from NMHED; 2, SLO.
 - iv. Assessment of [new meeting announcement frequency](#): will not be met this month.
 - A 'tease' for Sep included in final Aug 17 meeting reminder;
 - 1st official meeting announcement sent Sep 6, no replies yet (but, contained no link to RSVP);
 - 2nd - Sep 12;
 - 3rd - Sep 19.

Consensus: it's working. HED RLOs/records people will attend again. Remote meetings option is attractive and may have boosted attendance.

October meeting – JR Lopez, presenter. She is having her marketing director creating a bio, and presentation topic, will have to Gerald by tomorrow. Karen will schedule 1st announcement for October meeting (pending headshot, bio, and topic in-hand) to go out Sep 26, Oct 3, 10, and 17.

Issue with 60-day hiatus in meetings November and December. November, announce seminar in lieu of meeting, 'hope you can attend'; already planned no December due to that 3rd Wednesday's proximity to Christmas – we will send out a happy holidays greeting;

Old Business

- 1) website maintenance – update – Julie Filatoff's email offer of July 14. KP received the forwarded email via Gerald 7/29, immediately called and left voicemail. Have not connected with Julie yet.
- 2) StarChapter
 - i. Motion made and passed to get underway with \$399 payment.
 - ii. Gerald will maintain new website under StarChapter.
 - iii. Current problem: number of contacts vs our desired engagement /announcements level. 'Lite' allows 500 engagement incidents (contacts x emails sent) / per month
 - Either our # of contacts will have to be decreased to less than just 160 to sustain 3 meeting-related engagements, or we will have to decrease our engagements/incidents (contacts x emails per month).
 - Value of having ~1.8K contacts not being realized.
 - Kimberly – will be given creds to CContact (and Gerald too) and will go through opens (who opened our email blasts) of past 3 months.

New Business

- 1) August and future meetings assessment / tasks
 - a) Future speakers – Gerald, serving as functional Education Director, has no speakers lined up yet for January and forward
 - b) Sep Chapter meeting plans –Kimberly will handle sign-in sheets and assist Gerald with food purchases (can be done night before) and day-of tasks. Kimberly will let us by next Thursday Sep 15 if she can attend.
 - i. Food – try muffins (in lieu of bagels) keep holes, juices, fruit, coffee.
 - ii. Chapter supplies retrieval from SRCA – done, now stored at Extra Storage, from which Gerald retrieves table cover, food-related serving items, clipboards, pens, etc. before each meeting.
 - iii. September: Kimberly or Gerald will need to monitor chat; Kimberly can attempt using new device, reminded to sit in back of room and of course if device starts feeding shut it down. Karen investigating a) if meetings set up by current 'host' can be switched to new 'host'; b) whether broadcast screen can carry several concurrent panes (chat, icons of who is on 'call' /video, etc.); c) whether Zoom has 'raise your hand' /other participation enhancing features.
 - iv. **Still** need to let remote participants know they can ask questions/make comments (maybe send them a snip of Sep 16 test screen in meeting announcement).
 - v. New territory: Diane C will be our first remote *presenter*; we are taking precautions and testing with Sep presenter Diane Carlisle 12 MT Sep 16. Optimal to have a 3rd person 'attend to see participant functionality; Kimberly has a prior commitment at noon on the 16th. Will see if someone on Diane's end can assist.
 - vi. **Note not addressed in meeting, afterthought, reminder for KP:** Diane (and ARMA International's) annual conference starts Sep 24. Because her presentation to us is so close to her departure for San Antonio, she has indicated to Karen that she will need some extra

reminders on things like getting slides for us to push out to attendees and to create hard-copies for on-site distribution.

- 2) Chapter bank account – Kimberly will not be on bank account, not comfortable with responsibility of having a Chapter debit card, but she is good with fronting expenses for reimbursement.
- 3) Expectations for Kimberly's effort contributions on tasks going forward:
 - i. She takes the train thus has no daytime transportation; however, can get a GSD pool car to attend meetings.
 - ii. Will purchase meeting items that Gerald requests (iow, they will divide the purchases) the night before and bring on the train that morning; then be on-site by 7:30.
- 4) Recognition plaque for Pat –
 - i. Source/vendor (Ralph Ortiz, Desert Tees) has file from previous recipients, style, etc. Task: contact Ralph Ortiz (Karen has info and will make initial contact since she dealt with him May-June 2015) and see if he will invoice us.
 - ii. Kimberly will handle emailed proof but cannot go to store to see plaque or retrieve once completed. If Ralph will not invoice, then Kimberly will provide payment to vendor and be reimbursed.
 - iii. Use same wording as Cliff's 2015 for outgoing 2014-15 Board on plaques, except add *Pat's* name (use full with middle initial) and dates of service, view proof soft copy. Kimberly will handle all but picking up and mailing plaque to Pat.
 - iv. Mailing label and card will be delivered to Gerald's office by USPS. Gerald will get Kimberly to sign, then mail.
- 5) Important: Board member recruitment request of current members – Gerald suggested and all agreed that a personalized email (via Word Mail Merge in email?) should go to all Chapter members asking for volunteers for both Board positions and committee staffing, especially in light of the joint Seminar coming up. Constant Contact considered too impersonal, but regular email isn't. Kimberly will draft an email (templates in eHandbook?) for Gerald and Karen to look over.

Next meeting Tues Oct 11, 9 a.m., via Zoom, ZOOM - Phone - 408-638-0968.....Meeting ID **9828086200**

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Adjourn

Monday early a.m. after previous meeting and early Mondays 2nd weeks, 1 week, and week of event.